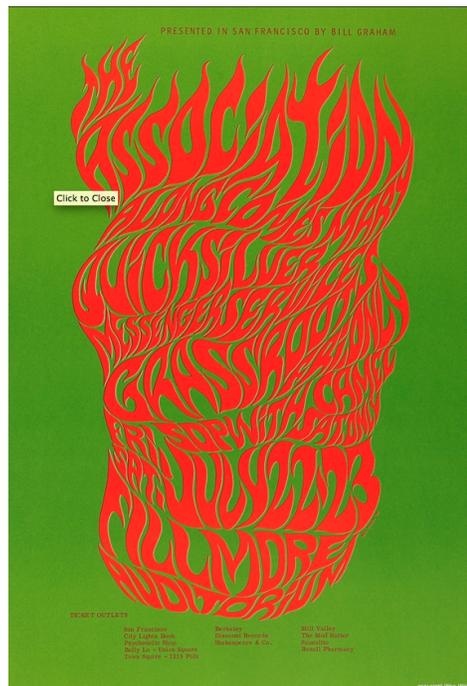


## Blog post 1 Creative Synesthesia

What would graphic design sound like, smell like, taste like, feel like or even move like? When I think of Synesthesia, the condition where one physical sensation evokes another (hearing colour and tasting shapes), I can't help but think about psychedelic art. Research on the ladder only led me to lookup what it was inspired from as well as other art movements it inspired. It was all eventually connected, psychedelic art, Art nouveau, optical art and pop art. The characteristics and principles in all of these movements were all somehow correlated. If I made visual observations on Art nouveau by itself, I see motifs and curvilinear lines, repetition, pattern, calligraphy rather than typography, a lot of personal feel to it. The calligraphy in psychedelic art casts one's mind to the one used in Art nouveau but with a twist to it: the hand drawn type is illegible at first. Then again it is discerned as one of the shapes present merging perfectly with the Art nouveau-inspired curvilinear forms as well as the intense optical colour vibration inspired by Pop art.

One poster I came across, perfectly depicts what I previously described and felt by looking at it: "Flames", originally a flyer, is a poster made by Wes Wilson, one of the best-known designers of psychedelic art. The flyer poster represents a flame (hence its title later on) made of bubbled lettering whose purpose was to promote an upcoming rock concert taking place at The Fillmore, a historic music venue, in San Francisco. The colours are seen and felt as well: flame and fire, green and grass. The graphic design is omnipresent on several levels starting with the choice of two bold colours orange and green, the lettering is loose, flowing, illegible at first and is seen as a form gradually expressing the content of what's written. The colour choice of orange and green, two colours opposing each other on the colour wheel shows inspiration derived from Pop art, a movement known for intense optical colour vibration.



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